

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

October 14, 2015 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Katie Manley, Avila Village Inn
Kalie Howard, Avila Lighthouse Suites

Others Present:

Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA admin
Christopher King, Avila Village Inn
Samantha Pruitt, RaceSLO/Giro Italian Cycling Festival
Linda Parker-Sanpei, Parker-Sanpei Public Relations
John King, King Ventures
Mike Sinor, Sinor-LaVallee Wines
Tara Malzone, Central Coast Aquarium
Taylor Bodine, Central Coast Aquarium
Paula Dempsey, Avila Beach Community Foundation

Absent: None

CBID: Cheryl Cuming (CAO)

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1. **Call to Order:** by Chair Charles Crellin at 10:35 a.m.
 2. **Public Comment:** None
 3. **Consent Items:** The September 9, 2015 minutes were approved for review and approval. A motion was made by Katie Manley, and seconded by Charles Crellin. With no further discussion, the September 9 minutes were approved by a unanimous voice vote of the local Advisory Board.
 4. **CBID and Financials Update:** Cheryl Cuming gave an update.
 - a. New quarterly TOT numbers: CBID up 9%; Avila up 11.7% compared to last year.
 - b. Cambria Tourism Board launched their www.CycleCentralCoast.com effort focusing on promoting Cambria as a cycle-centric destination.
 - c. Share the Magical Hikes release with your guest with over 5 pages of great places to explore: <http://highway1discoveryroute.com/media/>
 - d. The Matching Fund Policy has been updated.
 - e. Cheryl confirmed that Avila's assessments were 17.54% of the total collected.
 5. **Budget Update:** Stephanie Rowe confirmed that collections in August totaled \$17,480.87. Current funds (including the 2014-2015 carry-forward) total \$204,274.28 and the available balance after approved applications and anticipated expenses taken out is \$1,730.50. Stephanie noted that \$5,000 from the Giro matching funds will be credited back into the fund as well also the unused portion of the 2014-2015 TJA Contract for an available funds total of \$67,325.97.
 6. **Committee Reports:**
 - a. **Outreach:** Kalie Howard: None
 - b. **Events and Marketing – Katie Manley:** None
 - c. **Stewardship Traveler Program – Katie Manley:** Katie noted that Christopher King is the new GM of the Avila Village Inn and will be heavily involved in promoting the Stewardship Travel Program.
 7. **Presentations:**
 - a. **Samantha Pruitt, 2015 Giro Italian Cycling Festival Update:** Samantha Pruitt gave an update 30 days from the event on November 14-15. She also passed around rack cards and a copy of the poster. So far there

are 524 registrations with 800-1,000 expected plus 500 live spectators and 2,000 estimated online viewers. Total attendees in 2014 were 615. 82% of the attendees are coming from out of the area. She reviewed that sponsors and the beneficiaries of the event and reviewed their marketing efforts.

- b. **Samantha Pruitt, 2016 SLO Ultra Wild Cherry Canyon Race Fund Application:** Samantha Pruitt gave an overview of the event which will be held on September 10, 2016 at the PG&E owned land in Wild Cherry Canyon in Avila Beach. The ultra foot race is 50 miles and there are only 3 other ultras in California. The Land Conservancy will be the beneficiary. Samantha is requesting \$25,000 as the presenting sponsor and has included lower levels of sponsorship to consider. She will provide more details for the levels and present at the December meeting for board consideration.
- c. **Cheryl Cuming , Whale Trail Interpretive Sign Fund Application:** Cheryl Cuming presented the Whale Trail Sign overview. The Whale Trail is a network of sites along the North American west coast where the public can view and learn about whales and other marine mammals from shore. Funding is requested for an interpretive sign to be installed at the Central Coast Aquarium. The current funding request is for a do not exceed amount of \$4,300 but the Whale Trail director is working to decrease the cost to around \$3,500. Cheryl will provide more information and this item will be on the next agenda for board consideration.
- d. **Linda Parker-Sanpei, 2016 CowParade SLO Sponsorship Update:** Linda Parker-Sanpei gave an update on the event. There are a total of 28 cows currently sponsored. The dates have been moved out to correspond with shoulder season. Cows will be on display from September 2016-April 2017. Estimated out of area visitors are 315,000 with \$22million economic impact. Charles noted his concern how it will increase overnight stays. This item will be on a future agenda for board consideration.

8. Action/Discussion Items:

- a. **2016 Chardonnay Symposium:** Linda Parker-Sanpei gave an update of the events over the three days including the seminars and a sparkling wine and oyster fest in Avila Beach. In addition, Linda confirmed that there will be a discount ticket promotion offered for stays in Avila Beach and Pismo Beach and a free shuttle between events. John King noted that Mike Sinor has been helpful in understanding what brings people to wine events. Mike Sinor noted that they are involving many more industry people to make sure the event is successful this year and will be sustained year over year. He noted that there are several sommeliers who are excited about the event.

A motion was made by Katie Manley, and seconded by Charles Crellin, that expressed interest to support sponsorship of the 2016 Chardonnay Symposium to be held on May 12-14, with \$20,000 appropriated from the general ABTA budget and \$10,000 appropriated from the current TJA marketing budget for a total of \$30,000. With no further discussion, the sponsorship support was approved by unanimous voice vote of the local Advisory Board with the understanding that final fund approval will go in front of the CBID Advisory Board.

- b. **Travel Blog Continuation Funding Consideration:** Kaci Knighton gave an overview of the proposal to continue the blog which ran from October 2014-September 2015 and would continue with one blog each month for 7 months for a total of \$3,325. The board discussed whether to maintain the project and asked Kaci and Rick Turton about its benefits. They noted the following: It has aided search engine optimization (SEO) for Avila Beach and Avila Beach topics. It utilizes the Highway1Discovery Route.com API feeds to provide information on dining, activities and events. And most importantly, it has been another avenue for creating lodging referrals. Hotels and vacation rentals are listed on a landing page with the travel log or a link is provided over to the lodging page on VisitAvilaBeach.com.

A motion was made by Kalie Howard, and seconded by Katie Manley, to approve \$3,325 to continue the travel log for 7 months from October 2015 – April 30, 2016. The funds will come out of the current TJA budget. With no further discussion, the travel log continuance was approved by unanimous voice vote of the local Advisory Board.

- c. **Amgen Framed Jersey Update:** Charles Crellin confirmed that the framed jersey will be presented to the County for all their hard work and continued support of Amgen 2015.

- d. **Constituent Mixer Discussion and Funding Consideration:** The board discussed having a mixer with constituents to meet each other and to communicate progress. The board agreed to push the date to January 2016. Stephanie will send out potential dates.
- e. **TJA Activity Report / Website Analytics Update:** Kaci Knighton gave an update on social media in the last month. Facebook fans going strong at 48,000. She continues to post on Pinterest and Instagram. She will start the Facebook and YouTube ad campaigns for the shoulder season. Rick Turton gave an update on the website. It's doing great with an increase of 61% increase in referrals.

9. Future Agenda Items/New Business:

- a. Mary Gardner, RTA Avila Beach Trolley Service Presentation (Nov)
- b. Chuck Davison, Visit SLO County Tourism Marketing District (TMD) Update (Nov)
- c. Whale Trail Sign Fund Application Update and Funding Consideration (Nov)
- d. Framed Amgen Jersey Update
- e. Constituent Mixer Discussion and Funding Consideration (Nov)
- f. 2015 Avila Apple Festival Recap (Nov)
- g. 2015 Harvest on the Coast Recap
- h. 2016 CowParade San Luis Obispo Sponsorship Consideration (Dec)
- i. 2015 Giro Italian Bike Festival Recap (Dec)
- j. 2016 SLO Ultra Wild Cherry Canyon Race Fund Application Consideration (Dec)
- k. 2016 Chardonnay Symposium Sponsorship Recap (July)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meeting:

Date: November 11, 2015
Time: 10:30 am – 12:00 pm
Location: Sycamore Mineral Springs Resort Boardroom

12. Adjournment: The meeting was adjourned at 12:11 pm.